

Steps to follow in an employer branding strategy

1. Definition of the target audience
Identifying the *stakeholders*



2. Analysis of the current situation
At the level internal (employees) and external (candidates)



3. Analysis of the desired situation
In collaboration with Marketing, Communication and management



4. Definition of the objectives
Attraction, motivation or reinforcement through employer branding



5. Create an EVP
The Employee Value Proposition must be differentiating



6. Communication channels
Internal (employees) and external (candidates) dissemination

7. Internal actions
The goal is to turn employees into company *ambassadors*



9. Monitoring and evaluation
Understanding the perception of employees and candidates



8. External actions
The goal is to convey an attractive image to potential candidates

Source: Employer Branding Lab.